

# MOHIT SINHA

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*Data Analyst with 4 years of experience delivering analytical/strategy solutions across e-commerce and payment industry. Proven success in leading critical time-sensitive projects, driving profitability, and increasing ROI through strategic planning, generating valuable insights & trends from unstructured data and out-of-the-box solution designing*

## PROFESSIONAL EXPERIENCE

### ZALANDO SE

2022 – Present

Data Analyst – Business Excellence

- Driving business improvements for internal stakeholders ranging from Customer Fulfillment to Customer Care Analytics through actionable insights backed by data.
- Created precise metrics to deep dive on Customer Care Case Handling to optimize agent handling events. Overall initiative helped reduce handlings by 10% across markets saving **€2MM** p.a.
- Improved Customer Satisfaction score reporting by adding statistical significance test indicators to generate valuable insights across markets and contact categories.

### AMERICAN EXPRESS

2019 – 2022

Sr. Analyst – Risk Strategy

- Independently lead projects involving card business decisions like approval decision, credit limit by critical analysis of internal and external bureau data
- Conducted India market's maiden modelled profitability breakeven to come up with refined underwriting strategies which contributed to an incremental revenue of **\$1MM** in the first year
- Optimized internal selling and referral underwriting strategies for LAC and EMEA markets to capture **40k** profitable customers which led to an increase of profit by **\$2.4MM** p.a.
- Lead high-revenue segment identification for relaxed underwriting in the Japan market; supported decision platform upgrade from legacy to model-based
- Automating MIS reports for US Charge card market using Excel Macros to reduce production time by **80%**; supported upgradation of pay-later line assignment logic from legacy to AI model-based

## ACADEMICS

### Indian Institute of Technology (IIT) Roorkee

2015 – 2019

Bachelor of Technology (Materials Engg)

- Top 10% of class (GPA: 8.24/10.0)
- As Head of organising committee, coordinated annual entrepreneurship networking event **E-Summit'16** with footfall of 2k; Convener **TEDx 2017** IITR

## SKILLS/MISC.

- Proficient in SQL, SAS, Python, Tableau, Microstrategy & MS Office (Excel, Powerpoint and Word)
- Version Control (Git) and collaborative tools (Jira, Asana)
- Recognized with **Analyst of Quarter Q2'20** and **Q3'21** for leading independent initiatives
- Ranked **12** out of 512 candidates on national ZS Datathon Challenge 2018
- **JEE Advanced** All India Rank 5180; **JEE Mains** All India Rank 4776
- Language skills: English, Hindi, and German (A1)
- Travel & Music Youtube channel @sinhamohit